

NO. 1 IMPRESARIO: THE BUSINESSMAN

RKO Has 19 Pix In Preparation

Eight independent producing organizations, the largest in RKO history—currently have 19 major motion pictures in production or various stages of preparation for release by RKO Radio Pictures, Inc., it was announced last week by C. J. Tev-

(Continued on Page 6)

Windsor, Ottawa Plan Celebrations

A Motion Pictures Theatres Celebration Month for the City of Windsor will be inaugurated in September, with Mayor Patrick issuing a proclamation as part of ceremonies in which Windsor, Essex County and Detroit dignitaries will participate.

(Continued on Page 4)

Four Drive-ins Bow In: National Total 242

Opening of four drive-in theatres last week brought the total of new ozoners in Canada since January 1 to 15 and the number now in operation across the country to 242. The breakdown by provinces shows that Ontario has more than

double that of any other with 93. Alberta is next with 41, then comes Saskatchewan with 40, British Columbia with 34, Manitoba with 15, New Brunswick with 12, Nova Scotia with eight and Prince Edward Island with two.

Canada's newest province, Newfoundland, has as yet not gone in for that type of operation and Quebec has a law which does not

(Continued on Page 3)

John Kerr in MGM's 'Gaby'

John Kerr has been signed by MGM to star opposite Leslie Caron in the studio's forthcoming Gaby.

SPONSORSHIP BY SERVICE CLUBS CREATES FILM COMPETITION

The checker-vested moustachio'd man in the high hat known as The Barker, who is the symbol of Variety Clubs International, service club of the entertainment world, is no longer Mr. Show Business — if you listen to some man-

UA Week's Score: 1,410 Dates In 759 Sit'ns

All serviceable prints were working during July 1-7, United Artist Week in Canada, says C. S. Chaplin, Dominion general manager, with each branch turning down from 40 to 60 bookings because prints weren't available.

In the Vancouver territory, where there are 170 theatres serviced throughout British Columbia, 212 feature play-dates required 143 prints.

Altogether 1,410 feature bookings were set up for 759 theatres throughout Canada during the UA Week.

This, says UA, has led distribution circles to offer the opinion that an all-time record for feature bookings and theatres employed was created.

United Artists used, for the most part, the product of the past two years and a few features pre-dating that period. The number of features in service for the week was 114.

agers. The managers, made peevish by poor business, say that the impresario of today is strictly the type who is more apt to be found reading The Financial Post than Variety or the Canadian Film Weekly.

Mr. Show Business, they say, should be a guy featuring a briefcase and Homburg against a Board of Trade background. This because the service clubs of the business world, among them the Kiwanis and Rotarians, promote so many Show Business

(Continued on Page 3)

UA's Youngstein Inspires Contest

A 25-week sales drive honoring Vice-President Max E. Youngstein was launched by United Artists in the United States and Canada on July 10, the company announced last week. The billings and collections campaign, which will award

(Continued on Page 4)

CBC Color TV In '56

Experimental color television broadcasting will be undertaken by the Canadian Broadcasting Corporation in the autumn of 1956. Parliament has been asked to approve a \$500,000 outlay for tests in Toronto, Montreal and Ottawa.

RESERVE FOTO-NITE DECISION

Decision on whether Foto-Nite is a lottery in Saskatoon, as charged by the Crown, represented by Hal Rees, QC, was reserved by Magistrate B. M. Wakeling in a case in which the defendant is Vince Pasternick, manager of the Victory Theatre. A similar charge is faced by Ray Resky, manager of the Broadway. The Crown claims the case is similar to one in Alberta, in which a theatre manager was convicted for operating what he called a gift night.

The only difference in this case, contends Rees, is that a contest has been interposed, a photo-buying process created and the payoff delayed—all designed to give Foto-Nite an air of legality. The defence, represented by Harry Walsh, QC of Winnipeg, said there was no similarity between the Alberta case and this one. Associated with Walsh are E. J. McMurray, QC, a former solicitor-general of Canada, and Louis Davidson of Toronto.

Walsh described Foto-Nite as an advertising and promotion plan being carried out in good faith by 22 per cent of Canadian theatres in eight provinces. The sole object of Foto-Nite Amateur Shows Limited, an incorporated company, is to carry out the plan without cost to patrons, he said. The federal government had authorized Foto-Nite since 1939. Manitoba, Ontario and British Columbia courts had favored Foto-Nite when it was challenged.

Guy Madison Cast

Guy Madison's first film for Columbia under his new six-picture contract will be Reprisal, picturization of Arthur Gordon's best-selling novel, which Phil Karlson will direct in Cinema-Scope and color by Technicolor.

Que. Theatre Burned

A. Gilbert's six-day, 400-seat Figaro Theatre in Amqui, Quebec was the scene of a recent fire. Early reports did not give the extent of the damage but the house is not in operation, leaving the community without a theatre.

BOLSTAD CHAIRS COMMUNITY CHEST GIFTS COMMITTEE

R. W. Bolstad, vice-president of Famous Players Canadian Corporation, is chairman of the Advance Gifts Committee, Theatre Division of the Community Chest of Toronto. Serving with him are Al Troyer of Famous Players, Gurstan Allen of

Premier Operating, Harry S. Mandell of 20th Century Theatres, J. J. Fitzgibbons, Jr. of Theatre Confections Limited and Gordon Lightstone of Paramount Film Service. The committee expects the fullest industry support for this vital activity.

SEARCH THE SEVEN SEAS—YOU WON'T FIND
EXCITEMENT LIKE THIS!

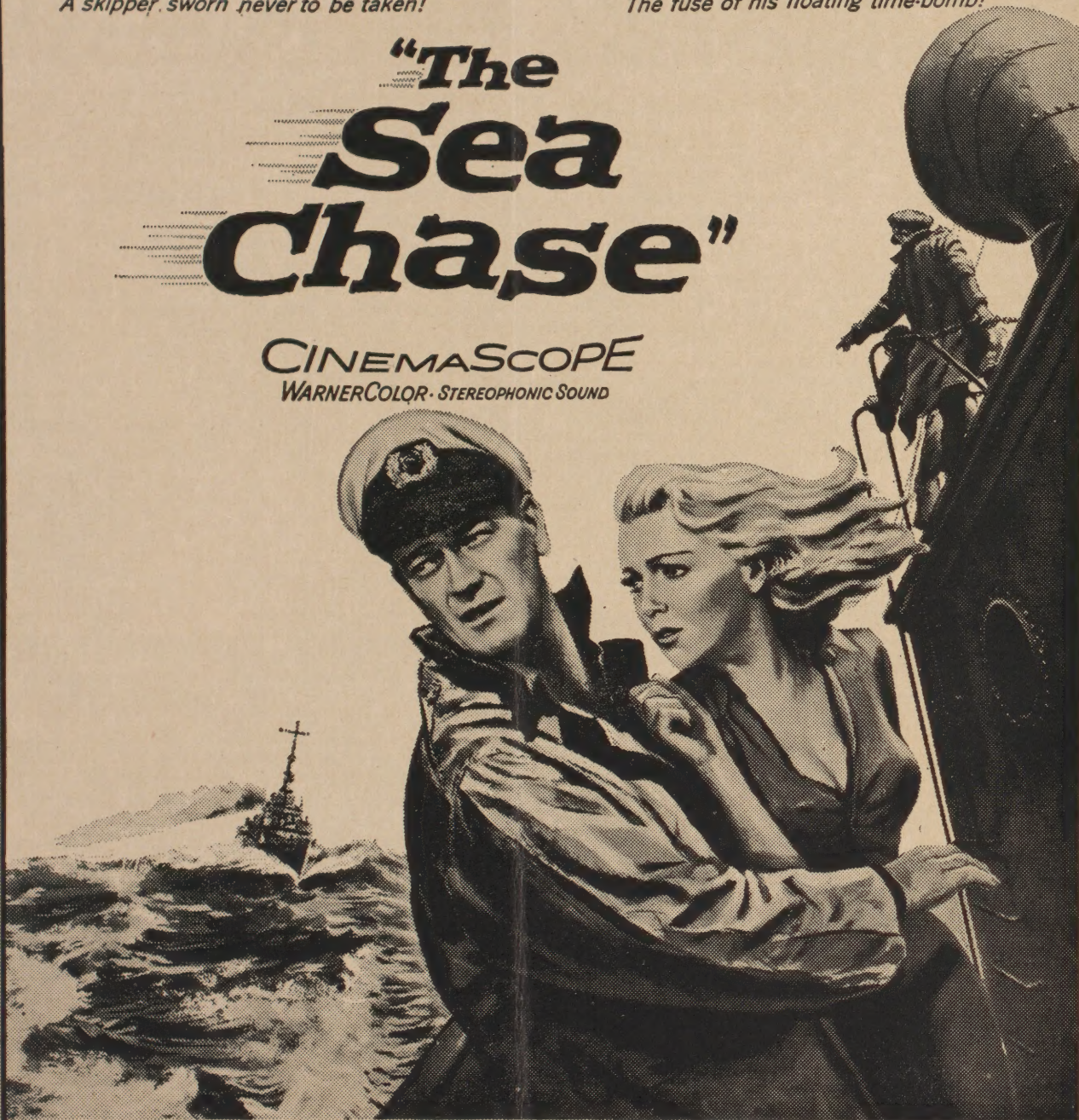
JOHN LANA
WAYNE·TURNER

A skipper sworn never to be taken!

The fuse of his floating time-bomb!

**"The
Sea
Chase"**

CINEMASCOPE
WARNERCOLOR·STEREOPHONIC SOUND



From WARNER BROS., of Course!

PRESENTED BY WARNER BROS. ALSO STARRING

DAVID FARRAR · LYLE BETTGER · TAB HUNTER

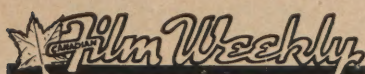


Another great role for 'that 'Battle Cry' guy!

WITH JAMES ARNESS · DICK DAVALOS.



Screen Play by JAMES WARNER BELLAH and JOHN TWIST DIRECTED BY JOHN FARROW



Vol. 20, No. 29 July 20, 1955

HYE BOSSIN, Managing Editor

Assistant Editor - - - Ben Halter
Office Manager - - - Esther Silver

CANADIAN FILM WEEKLY

175 Bloor St. East, Toronto 5, Canada

Entered as Second Class Matter

Published by

Film Publications of Canada, Limited

175 Bloor St. East, Toronto 5, Ontario,
Canada — Phone WALnut 4-3707

Price \$3.00 per year.

FOUR DRIVE-INS

(Continued from Page 1)

permit open-air theatres of any kind. Three drive-ins have closed since their inception in Canada. These are Boyce & Rader's 400-car North Star in Aldergrove, BC; Coombes & Hudson's 200-car C&H in Lloydminster, Saskatchewan; and Wray & Durling's 348-car Airview in Aylmer, Ontario. One other in BC was dismantled in 1953 but was reopened in another location.

One auditorium theatre also opened last week, making the total bowing in since the beginning of the year 22. This one was J. Hylas Gagnon's 500-seat, five-day Chibougamau, the first in Chibougamau, Quebec. Its policy at present is to have three changes of program a week, of which two will be in English and one in French.

The new drive-ins are A. Winch & J. A. Thompson's 350-car Picton in Picton, Ontario; R. Lavergne & E. Arcand's 350-car Sturgeon in Sturgeon Falls, Ontario; Clifford Murell's 400-car North York in Newmarket, Ontario; and S. Cumming's 400-car situation between Woodstock and Hartland in New Brunswick.

Nearing completion is the new theatre in Valleyview, Alberta being built by local residents. It will replace the Elk's Hall Community Theatre, which showed 16 mm. programs.

Renovation and alteration programs, which included new seating, redecoration, new fronts and marquees, as well as other extensive changes, has been completed at J. W. Bird's 480-seat Gaiety in Grande Prairie, Alberta and at the 450-seat Capitol in Kincardine, Ontario, owned by Joe Russ and Tony Greco.

Famous Players is planning to start major renovations in September on its 999-seat Patricia in London, Ontario. Included in the work will be replacement of the old marquee and sign with the one from the Victoria, Toronto and the theatre will assume that name when the work is completed.

WB's 'Melville Goodwin USA'

Humphrey Bogart and Lauren Bacall will star in Warners' Melville Goodwin, USA.

The Businessman

(Continued from Page 1)

attractions these days. All for charity, of course.

"The whole country seems to be full of well-dressed and successful businessmen with their hands out," one movie house manager said. "If things are that bad in charity and welfare matters, then it's time they became greater government responsibilities."

Another said that he had no objections to service clubs importing entertainment into his community to a reasonable extent but he felt they were overdoing it when they created economic problems for another business after the same patronage. "Would their members from the shoe or hardware business like it if a shoe store or a hardware shop was opened in the name of charity or public welfare?"

Many sell raffles, some offer bingos and most of them put on some kind of a public attraction. They take the people away and lessen their spending money for movies, a manager complained. The service club membership rings doorbells to boost or sell tickets and helps put the attraction over. "I wish I had an exploitation staff that size myself," he said. Many managers belong to local service clubs.

In Toronto the Rotary Club brought the Metropolitan Opera to the Maple Leaf Gardens for one week and 42,000 people paid as high as \$10 each to attend a performance. Patrons came from neighboring communities. Another Toronto attraction is the Bob Morton Circus, which fills the Gardens for a week each year under the sponsorship of the Shriners. These are top examples but managers insist that small towns have their own versions of competitive entertainment.

A service club made the news a while back in connection with public attractions. The Rotary

Frost Org'n, Detroit, Opens Toronto Office

James Fuller, who used to run the Area Lighting Company, Toronto, a rental setup, is now manager of the Toronto office of the Jack A. Frost Organization, Detroit. The Frost branch, which he operates from his home at 425 Burnhamthorpe Road, rents special mobile lighting equipment for motion pictures, television and theatre displays. It has a warehouse at 98 Advance Road.

The company will light the coming Boy Scout Jamboree, which 15,000 will view nightly at Niagara-on-the-Lake. Chief electrician for Fuller is Billy Dineen of Hart House Theatre, Toronto.

Club of Toronto, in a brief submitted to the Royal Commission on culture in Ottawa, accused the Composers, Authors and Publishers Association of Canada and Broadcast Music Incorporated of "lack of charitable feeling" because they insisted on royalties for the composers of music used in their projects.

The peeved managers feel that the service clubs are doing wonderful work. They can't ask them to stop. But they are occupying the patrons' time and take so much of their money that they just don't bother going to the movies.

Vancouver Closings

Famous Players will close five Vancouver neighborhood cinemas—the Victoria, Windsor, Kitsilano, Kerrisdale and Alma—in the near future. The decline in business has made it necessary to restrict the operation of some older neighborhood houses by most circuits.

CBC Buys Property Next To Wpg. Studio

In preparation for future development in TV the CBC has purchased 40,000 square feet of property surrounding its building in Winnipeg, it was revealed by J. R. Finlay, CBC director for the Prairie Provinces. Fronting on Portage Avenue and Young and Spence streets, the property, commonly known as the W. J. Boyd Estate, cost \$245,000.

The CBC Winnipeg building is now completely filled and more space will soon be required.

Milland, Republic Sign Pact

Ray Milland has signed a four-picture deal with Republic Pictures, under which he will produce and direct all four and star in three. Under the deal he will make one film a year.

Para Signs George Sanders

George Sanders has been signed by Paramount to star with Bob Hope in the VistaVision comedy, King of Hearts.

New JARO Picture Setting UK Records

Above Us the Waves, a J. Arthur Rank production from Pinewood Studios, is smashing all records in its first runs in key situations in England and the SRO sign has been out ever since it started its engagement at a 3,000-seat house in London.

Dealing with the British mid-gut submarines which sank the German battleship Tirpitz, it stars John Mills, Donald Sinden and John Gregson and will be released in Canada in September.



COMPLAINTS about price hikes continue. There have been numerous walkaways each evening because of refusal to pay extra admission prices. This in itself is bad enough, but it goes further and builds a resentment against motion picture theatres in general, which carries on over a long period. It might be an enlightening experience for exchange officials to stand around a small town boxoffice when a higher priced picture is being played."

The above is a small-town theatre manager's reaction to a current trend in our business. As pointed out in a previous column, so many advance-price pictures were released in the last year or two that in the larger cities it has become the practice generally to freeze admission prices at the higher level. In smaller situations, economic and business conditions do not generally permit a comparable tilt of admission prices. Therefore, when the small-town exhibitor is faced with increased terms, and is forced to raise his admission price, he is apparently also faced with the rising ire of his public.

It has reached the point with some distributors that they are asking these terms on almost any picture which does better than average business. The wisdom of such policy is to be questioned on the basis that if there is an especially large drop in attendance such distributors may very well end up with less film rental. It would appear that in a period when we are striving so hard to create greater per capita attendance, we seem to have forgotten the old adage, "The customer is always right."

Distributors brag that at least 80 per cent of their revenue comes from 20 per cent of the theatres which they service. Many theatre owners in small situations are experiencing great difficulty in trying to stay in business. The distributor is entitled to every dollar which his pictures will legitimately earn; nevertheless it follows that it is neither reasonable nor good to force even a portion of this 20 per cent out of business by the demanding terms which require such exhibitors to charge admission prices that alienate even a portion of their potential patronage.

The changing pattern indicates that in larger situations there is sufficient patronage to support top pictures at higher admission prices and that in such theatres a drop in admission prices on poor pictures is also coupled with

(Continued on Page 4)

YOUNGSTEIN DRIVE

(Continued from Page 1)

\$50,000 in cash prizes to winners among the 32 branches, marks the first sales salute to Youngstein since he entered the industry in 1940.

Co-captains for the Max E. Youngstein "Coats Off" Drive are William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

UA exchanges will compete in three groups of equal grossing potential, with the drive run in three six-week laps climaxed by a seven-week home stretch. The first phase extends from July 10 to August 20. Succeeding stages will kick off on August 21, October 2 and November 13.

In a statement to the company's entire distribution staff on the eve of the sales push, Heineman declared: "We are happy that Max Youngstein has consented to lend his name to this drive backing the greatest concentration of important product that United Artists has ever released. I know that our field staff is grateful for this opportunity to demonstrate its appreciation to Max for the superb promotional support he has developed to boost the performance of every UA release. And I am sure that UA's exhibitor friends will wholeheartedly join in this tribute to the man whose unflagging energies and creative efforts have been a vital factor in the boxoffice success of UA product."

Attractions that will be in release during the Youngstein Drive include *Not as a Stranger*, *Summertime*, *The Kentuckian*, *Gentlemen Marry Brunettes*, *The Night of the Hunter*, *Marty*, *Alexander the Great*, *The Troubleshooter*, *Desert Sands*, *The Indian Fighter*, *The Beast of Hollow Mountain*, *The Man Who Loved Redheads*, *Shadow of the Eagle*, *The Naked Street*, *Killer's Kiss*, *The Lucky Kid*, *The Big Knife*, *Fort Yuma*, *A Kiss Before Dying*, *Storm Fear* and *Top Gun*.

The sales campaign will be highlighted in the field by a series of banners and posters trademarked with a sketch of Youngstein drawn by Al Hirschfeld, the noted theatrical caricaturist whose work regularly appears in *The New York Times* and other leading newspapers and magazines throughout the country.

'44 Soho Square'

One of Britain's most promising young actors, Lee Patterson, has been loaned by Remus Films to producer Mike Frankovich for the leading male role in *44 Soho Square*, Film Locations production for Columbia.

Patterson will co-star with Faith Domergue and Martin Benson, British actor.



One View of New NFB Headquarters in Montreal

This photo of the \$6,000,000 structure being erected for the National Film Board in Montreal shows the inner court, with part of "C" building on the left and centre, and "A" building on the right. The view is from the northeast. The picture was taken about six weeks ago by the NFB. Architects are Ross, Patterson, Townsend and Fish and the general contractors George Hardy Limited.

James Cagney Cast In 'Lincoln McKeever'

James Cagney has been signed by Pine-Thomas-Shane Productions to star in the motion picture version of Eleazar Lipsky's Literary Guild best-seller, *Lincoln McKeever*, which United Artists will release.

Lincoln McKeever, which has been written for the screen by Winston Miller, is scheduled to go into production about November 15 on location in New Mexico.

Gloria Grahame In 20th-Fox Spy Film

Gloria Grahame has been signed to play the feminine lead opposite Clifton Webb in *The Man Who Never Was*, to be filmed in England by Sumar Productions. The CinemaScope thriller about secret agent activities in World War II will be released by 20th Century-Fox.

The filmization of Ewen Montagu's best-seller will be directed by Ronald Neame and produced by Andre Hakim.

AUDIO'S OWN THEATRE AID

Audio Pictures Limited, which sells screen advertising, has undertaken its own campaign to help keep theatres open. It is distributing 40,000 four-page folders to merchants, pointing out what the movie theatre means to trade and real estate values. It advises them of the steps taken in the USA by small-town merchants to keep the local house open. It proclaims: "A Healthy Movie Business Is Good in ANY town, and YOUR Theatre SHARES ITS CUSTOMERS WITH YOU!"

About the folder, front-paged "Magnet On Main Street," David Coplan, managing director, explains: "This is our story to the merchants. Television means more staying at home. The stay-at-homes are not the merchants' best customers. Motion picture theatres bring out their audiences and share their customers with the merchants. Today the theatre and the neighborhood merchants have got a lot in common."

CBC TV BUDGET: \$12,111,619

The budget of the Canadian Broadcasting Corporation, as tabled in the House of Commons, disclosed that capital expenditures on television and radio in the current fiscal year ending next March 31 will total \$12,111,619, of which \$8,750,991 will be spent on TV and \$3,360,628 on sound broadcasting.

It also said the CBC plans to increase the power of TV station CBLT in Toronto and CBFT, the French-language outlet in Montreal. The cost of the power increase and new studios and film-recording equipment for the two cities is estimated at \$872,000.

The budget said the over-all estimated capital expenditures of the CBC on TV in the foreseeable future is about \$23,551,825. For radio they are \$6,108,238.

An official said the CBC is thinking about producing its own color programs but feels this is some time away. He estimated construction of a color studio with three cameras would cost some \$1,000,000. A color TV camera costs about \$100,000 and requires a crew of three.

CELEBRATIONS

(Continued from Page 1)

It is possible that it will be the first of that kind in Canada, although many USA cities have had such celebrations in the past year.

The kickoff will actually take place on September 12 at the luncheon of the Windsor Ad and Sales Club, with E. C. Lamoureux, its new president, in the chair. Lamoureux, manager of the Palace and a former president of the Essex County Theatre Managers Association, is arranging a speaker from the motion picture industry. He hopes to get John J. Fitzgibbons, CBE, president of Famous Players Canadian Corporation, who agreed to speak if he was in the area.

The Windsor celebration may set off others like it in different parts of Canada. The celebration idea was a strong part of Mike Simons' talk at MGM's Ticket Workshops in Buffalo and Detroit, which were attended by dozens of Canadian managers. Winnipeg and Vancouver managers also participated in the Workshops when they took place in USA cities which were close to their respective homes.

Exhibitors, very exploitation-conscious these days because of declining patronage, will watch the Windsor celebration for points on how to put it on in their communities.

The Ottawa Theatre Managers Association has been discussing the inauguration of a similar celebration.

Bette Davis To Star In 'The Library'

Bette Davis, two-time Academy Award winner, has been signed by Phoenix Productions for its inaugural picture for Columbia, *The Library*. Phoenix was recently organized by Julian Blaustein and Daniel Taradash, also an Academy Award winner. Taradash and Elick Moll wrote the original story and screenplay. Taradash will direct the film, slated to face the cameras in August, with Blaustein producing.

OUR BUSINESS

(Continued from Page 3)

a large drop in attendance. The pattern also indicates that the lack of scope in small situations does not permit this. Our business can only continue if sufficiently large rental returns are made to distributors and producers to encourage them to make more important boxoffice attractions. Perhaps if some distributors took the tip and stood outside a small-town boxoffice they would realize more clearly where and how they must get their larger rental returns.

Observanda



Typographs

ONE OF THE MOST praised trade-paper columns in the domestic film industry is *Our Business*, which Nat Taylor knocks out for us every week. The late Terry Ramsaye, during his life the film trade's finest commentator, printed flattering references to it in the *Motion Picture Herald* and many have gone out of their way to let Nat know how much they appreciate his opinions. Recently Peter Morrison, editor of that fine Australian journal, *The Film Weekly*, noted that "The Canadian Film Weekly has a statesmanlike columnist in N. A. Taylor," then quoted at some length Nat's recent effort about drive-in operation, a somewhat new business Down Under . . . *I understand* a suggestion has been made that the recent biog of me in a TV-film trade paper was my work and that there was some sinister intention behind it. This, friends, is an indication of the absence of intelligence, accuracy and honesty in whoever suggested it. It happens that I hadn't an inkling of it until the paper arrived on my desk. It's flattering, indeed, and very good writing. Of course, I'm in no position to know whether all the nice things said about me are true . . . *So Lou Chesler* and his associates finally nailed that \$12,000,000 Howard Hughes' deal for the RKO backlog . . . *That James Swackhammer-Mark Mehr* plan to set up an industrial film studio came to nothing . . . *You heard* about the millinery model who doubled in bras? No? Forget it.



IF SUFFICIENTLY GOOD stage shows are available the Odeon-Toronto will play them but as of this date none has been signed, says David Griesdorf, the circuit's g.m. "We're interested in any type of entertainment that we feel will please our patrons," he stated . . . *Irving Herman*, WB's Canadian praise agent, asked Toronto's mayors to greet Jack Webb at the airport. They drew themselves up in outraged dignity, probably shaking off an Indian head-dress or a Calgary 24-gallon conk cover. Apparently they made sure the reporters were listening. A parade of news reports, column comments and editorials followed. One editorial, in *The Telegram*, closed with the observation that only because the dignitaries acknowledged the invitation by sneering at it were "they given the publicity which they say they have absolutely no intention of giving." I have a hunch that Herman didn't even expect them to accept. It worked out better this way . . . *USA visitors*, watching the Royal Regiment parade in those tall fur caps called busbies, asked where they could buy some to take home, says Lotta Dempsey in her *Globe and Mail* pillar, *Person to Person*. "They're the cutest Davy Crockett hats we've ever seen," these ladies opined . . . *In Detroit* recently Indie exhibs told Freddy Fink, fighting to keep four Toronto houses going, that they went through two-and-a-half years of trouble before things brightened. The problem: how to last.

ABE POLAKOFF remembers seeing Sir Henry Irving play a dignified Shylock in the now-gone Grand Opera House about the turn of the century. Ellen Terry, his usual Portia, was ill and didn't appear so he ended *The Merchant of Venice* after the courtroom scene, then offered a one-act version of the play that added the most to his reputation, *The Bells*. Irving's Shylock was drawn on by Sir Herbert Beerbohm Tree and others . . . *Some Stratford* reviewers seem to think the swish is the father of the thought with Shakespeare's males. One wrote about Cassius' "abnormal fascination" for Caesar and another observed of Antonio that "the hint here is that he is reluctant to surrender Bassanio to a woman" . . . *Some day* I hope to start a review this way: "Last evening was a memorable one in the theatre. The popping volume of the new kernels and the per-poundage yield of hot dogs was previously unmatched in the storied history of the Bijou" . . . *One of Toronto's* most devoted readers of Sholem Aleichem, the Yiddish Mark Twain, is Tom Daley, manager of the University, who has already handed out two copies of *The Old Country* as gifts to Gentile friends and has ordered a third for himself . . . *Montreal Star* piece about Hollywood and violence by G. R. Stevens refers to "Miss Monroe's cinder-shifting amble." I dig that but not this: Stevens uses "smokies" as a synonym for horse operas as though it were a common term. Is it new to you too?

WILL-O'-THE-WHISPER is that a NY broker is putting up the money to make a feature film in Canada from a French-Canadian play, *Zone*, to be directed by William Sassoon of the UK. This grapevine has it that Montgomery Clift and Pier Angeli are being sought, with UA and Columbia interested in the release . . . *There's nabe* gossip about a theatre near Lawrence Plaza, a good location . . . *Stan Helleur* of Toronto's *Telegram* is in Montreal for a few days highjacking news items from Fitz of that city's *Gazette* . . . "Shelley Winters progresses from *A Handful of Clouds*, a movie, to *A Hatful of Rain*, a Broadway play. That's logical," observes Jack Karr of *The Star*. Not only logical, Jack, but meteorological . . . *Newspapers* report that 17-year-old Brigitte Borgitti of Germany will marry 75-year-old Sheik Suleiman of Beersheba. Well, Brigitte, you made your bedouin— . . . *Expose*: Davy Crockett was a lazy, shiftless bum who deserted his wife and kids, says *Harper's*. Getting killed at the senseless and unauthorized defence of the Alamo was the finest thing he ever did . . . *Stan Francis*, who has his own Halo, is scribbling an autobiog in his spare time. He's made folks laugh across the years from the rock-bound coasts of Newfoundland to the blue waters of Australia's Pacific . . . *This*, by George E. Pitts in *The Pittsburgh Courier*, I like: "A lie can travel around the world and back again while the truth is lacing on its boots."

DICK ALTSCHULER, Republic sales chief, was in town talking over plans for the new sales setup with JARO execs. With him was Walter Manley, Republic's Canadian rep . . . *Ernie and Fran Rawley* will spend part of their holiday touring with the D'Oyly Carte company, which hit the USA road on July 2 and will play the Ed Sullivan show in the Fall. Ernie, the Royal Alex impresario, is the North American representative of the greatest of Gilbert & Sullivan exponents . . . *Murray Little* of the Casino heads the show committee for the Variety baseball game on August 22. Murray and Lou Appleby of the Casino, knowledgeable people will tell you, know more about putting a show together than those whose publicity departments have created their seeming stature. They'll be joined on the committee by Dave Bossin, Dennis Stone, Willie Gold, Ernie Rawley, yours truly and others. They expect to draw on the Barclay and Tommy Holmes' Club One Two, both booked by Dave. It is hoped that Walter Murdoch will once again help clear the way for an AFM okay for musical support . . . *Please* get your ads in for the souvenir program of the Variety baseball game, which Bert Brown is supervising. There's too little time left and we need the money. Delay will make the job murderous for the committee. So be a nice guy and a good Barker . . . *Local labor* leader has a real stumper for use when asked a question he doesn't want to answer. He deflects with: "Why do you ask me that?"

TWO ASN CREWS under Jack Chisholm are working on an assignment that will probably end up as the biggest one, moneywise, of its type. It's a 15-program TV series for the Department of Defence and the lads will finish it in Germany in the Fall. Johnny Coquillon, just back from being on loan to Republic for an African stint, is with Ernie Reid, another international lenser, in one unit and among those in the other are George Acland, producer-director who was a cameraman on *Desert Victory*, and young Bob Brooks, one of the best of the new crop. Reid and Chisholm are doing the scripting . . . *It seems* that you'll always find at least one Canadian camera crew in some part of the world outside Canada . . . *Too bad* none of the footage shot at the opening of the Stratford Festival found its way into the theatre newsreels. This is one time TV seems to have won . . . *ASN's 35 mm.* color tank, the first in Canada, is just about ready . . . *Cliff Fowkes* rounding up a TV-movies story for *The Financial Post* . . . *Half the TV* shows that sign off with "This program originated live from New York" should have used "dead" instead . . . *I didn't see it but* Charles Israel's CBC-TV show, *The Mark*, has all who did talking . . . *Proverbial*: Silence is the wisdom of cowards . . . *Please, fellows*, stop trying to tell me the gag about the three sizes of cigarettes. So help me, I originated it. Also the one about the lad who went formal to a nudist colony party . . . *You can have* your choice of sugar or saccharine in some Spadina coffee houses.

Short Throws

WHEN Sunday showing of Miss Julie was banned in Cambridge, Massachusetts operators of the Brattle Theatre went to court against the state and city. The State Supreme Court reversed an earlier decision of the Superior Court giving state authorities the right to censor films by previewing them before public showings. An amendment to a 300-year-old Sunday law gives the State Commissioner of Public Safety the right to decide when a film or stage play is "in keeping with the character of the day and not inconsistent with its due observance."

COLUMBIA'S 15-storey office building and penthouse at 711 Fifth Ave., NY, bought recently, will have a \$3,000,000 improvement program. The various Columbia companies are in a half-dozen or more locations.

DAM BUSTERS, WB feature starring Richard Todd and Michael Redgrave, will have none of its Canadian premieres sponsored by any veterans' organization, as previously reported. Todd will make appearances at the Toronto, Montreal and Ottawa showings, his visit to Canada being exclusively for that purpose, then will return home.

ADDITIONS to the Adult Entertainment list of the Ontario Censor Board include Angela, Cell 2455 Death Row, The Good Die Young, Les Enfants de l'Amour (Children of Love), The Seven Year Itch and Yellowneck.

H. G. WALKER, director of network co-ordination for the CBC in Ottawa, will move to Toronto in the late summer and will add the duties of assistant to Ira Dilworth, director for Ontario. J. M. Beaudet, director of program planning and production, will also move from Ottawa to Toronto to facilitate program planning for radio and TV.

HARPER'S Magazine is running a film series, the first of which is My Affair With Japanese Movies, by Harold Strauss. An article on Ealing Studios by Kenneth Tynan, Home of Good British Movies, will follow.

A 1904 LUBIN projector, used at the opening of the Lyceum Theatre, Lindsay and found recently in the Academy of that city, was on display in the lobby of the Odeon, London, Ontario during that city's recent centennial celebration. It was used in 1920 by W. A. Hooper, now Odeon manager in Trenton, to show a film on a bet.

Now Operating In CANADA— JACK A. FROST OF CANADA COMPANY



RENTALS OF ALL TYPES OF LIGHTING FOR STUDIOS MOTION PICTURES THEATRES



JIM FULLER
Canadian General Manager



Phone BElmont 1-0247
425 Burnhamthorpe Road
Toronto 18, Canada

19 FROM RKO

(Continued from Page 1)

lin, vice-president in charge of studio operations.

The eight independent producing organizations, listed alphabetically, are David Butler Productions, Inc., David Butler, executive producer; Filmcrest Productions, Inc., Benedict Bogauss, executive producer; Edmund Grainger Productions, Inc., Edmund Grainger, executive producer; Nat Holt-Lewis Rosen Productions, Inc., Nat Holt and Lewis Rosen, executive producers; King Brothers Productions, Inc., Frank, Maurice and Herman King, executive producers; Sol Lesser Productions, Inc., Sol Lesser, executive producer; Panamint Pictures, Inc., Sam Wiesen-thal and Eugene Tevlin, executive producers; and Todon Productions, Tony Owen, executive producer.

Of the films being readied for RKO distribution, two are now filming: Holt-Rosen's Texas Lady, starring Claudette Colbert and Barry Sullivan, and Todon Productions' The Way Out, starring Gene Nelson and Mona Freeman.

Five have been filmed and are now being edited: King Bros.' The Boy and the Bull, starring Michel Ray, Joi Lansing and Rudolpho Hoyos; Panamint Pictures' Bengazi, starring Richard Conte, Victor McLaglen, Richard Carlson and Mala Powers; Filmcrest Productions' Tennessee's Partner, starring John Payne, Rhonda Fleming and Ronald Reagan; Edmund Grainger's Treasure of Pancho Villa, starring Shelley Winters, Rory Calhoun, Gilbert Roland and Joseph Calleia; and Todon Productions' Alison, starring Terry Moore, Robert Beatty and William Syl-vester.

The three which are ready to begin filming shortly are David Butler Productions' Glory, starring Margaret O'Brien, John Lupton, Charlotte Greenwood and Arthur Hunnicutt; Filmcrest Productions' Counterfeit, starring Barbara Stanwyck; and Edmund Grainger Productions' Great Day in the Morning, with an all-star cast.

'The Reluctant Debutante'

MGM has purchased screen rights to the London stage hit, The Reluctant Debutante, which is scheduled for the Broadway stage next spring.

Bellamy Comeback

Ralph Bellamy returns to motion pictures for the first time in a decade to appear with Gary Cooper in The Court-Martial of Billy Mitchell.

The film, in CinemaScope and WarnerColor, is being directed by Otto Preminger. It is a United States Pictures production for Warner Bros.

Review

LAND OF THE PHARAOS

(From the Film Daily, NY)

with Jack Hawkins, Joan Collins, Dewey Martin, Alexis Minotis.

(CinemaScope-WarnerColor)

Warners 106 Mins.

SPECTACULAR AND IMPRESSIVE HAWKS PRODUCTION THAT MAKES EXCELLENT USE OF CINEMASCOPE. GOOD BOXOFFICE BET.

From the standpoint of sheer numbers, Land of the Pharaohs is one of the most spectacular pictures to be seen in recent months. What looks like thousands of ancient Egyptians are taken in by the CinemaScope lens. Produced and directed by Howard Hawks, the picture is of the calibre that does extremely well at the boxoffice.

The story, written by William Faulkner, Harry Kurnitz and Harold Jack Bloom, is set in the Egypt of 2900 BC, when Pharaoh ruled as both King and God.

When Pharaoh, played by Jack Hawkins, returns from another successful conquest he tells his queen, Kerima, and young son, that he will build a pyramid, larger than any other, as a final resting place for his body and his treasure. Having observed the architectural genius of one of his captives, James Robertson Justice, Hawkins sets him to work planning and finally, supervising the building of the tomb. In return for his services Pharaoh promises to set Justice's people free, including his son, Dewey Martin.

Men volunteer their services from all over Egypt, but the project stretches endlessly on, and the Pharaoh begins demanding slaves or supplies from neighboring vassal countries. Joan Collins, Princess of Cyprus, offers herself instead of men or food, but definitely states that the Pharaoh must choose. Failing to break her spirit by physical torture, Pharaoh marries Miss Collins and she becomes second only to Kerima.

Miss Collins then plots to have Kerima killed and then with her lover attempts to do likewise to the Pharaoh. He is only wounded and before dying kills her lover. The high priest suspects her guilt and contrives to have her entombed with him and the Pharaoh's body in the Pyramid.

CAST: Jack Hawkins, Joan Collins, Dewey Martin, Alexis Minotis, James R. Justice, Luisa Boni, Sydney Chaplin, James Hayter, Kerima.

CREDITS: Produced and directed by Howard Hawks; Screenplay, William Faulkner, Harry Kurnitz, Harold Jack Bloom; Photography, Lee Garmes; Russell Harlan.

DIRECTION: Able.

PHOTOGRAPHY: Magnificent.

Faith Domergue Signed

Faith Domergue has been signed by Mike Frankovich to star in his first Columbia production, to start shooting soon.

Para's 'War & Peace' Shooting In Rome

Paramount's monumental production of War and Peace, based on the great classic by Leo Tolstoy, has gone before the VistaVision cameras in Rome under the banner of the Pontide Laurentiis production organization.

Starring Audrey Hepburn, Mel Ferrer, Henry Fonda, Milly Vitale and Barry Jones, and with other top players still to be chosen, War and Peace will be the most lavish and important motion picture ever filmed in Europe. No less than three of Rome's largest studios will be needed to accommodate the vast shooting requirements.

UA's 'Wedding Breakfast'

Wedding Breakfast, the hit Broadway play, will be brought to the screen by United Artists with Shelley Winters starred.

'Three Bad Sisters'

Gilbert L. Kay, prominent television director, has been signed to direct Three Bad Sisters, Bel-Air Productions' suspense-drama for United Artists release. It is Kay's first motion picture directing assignment.

Three Bad Sisters is now before the cameras in Hollywood, with Howard W. Koch producing.

Sale Of 800,000 TV Sets Predicted In '55

Predicting that the sale of TV receivers in Canada would reach a record 800,000 in 1955, Vincent Barreca, president and general manager of Canadian Admiral Corporation, told a meeting of distributors and salesmen in Toronto that he expected a total of 555,000 sets would be sold in the last six months of 1955, compared with 245,000 in the first half.

Sales last year reached a high of 619,428 units. He also noted that the trend is to bigger screens, with 17-inch sets dropping 16 per cent this year, while 21-inch sets rose 13 per cent and 24-inch models showed a marked increase.

MGM's 'Forever Darling'

James Mason and Louis Calhern will star with Lucille Ball and Desi Arnaz in their Desilu Productions film, Forever Darling, for MGM.

Richard Boone Cast

Richard Boone, star of the TV series, Medic, has been signed for a co-starring role in Bryan Foy's Columbia production, Battle Stations. He will be seen as the captain of an aircraft carrier in the Pacific during World War II and will team with John Lund and William Bendix.

Review

THE SEVEN YEAR ITCH

(From the Film Daily, NY)

with Marilyn Monroe, Tom Ewell, Evelyn Keyes.

(CinemaScope-DeLuxe)

20th-Fox

105 Mins.

FELDMAN AND WILDER HAVE TURNED THE AXELROD STAGE PLAY INTO A SLICK, FUNNY PRODUCTION. AN OUTSTANDING CAST WITH MARILYN MONROE IN HER BEST ROLE TO DATE.

Charles Feldman and Billy Wilder have made a bright, funny thing of George Axelrod's play on the problems of summer bachelors. Not only will it give the customers more than the usual quota of sophisticated wit and sexiness, but it will show them a Marilyn Monroe beginning to live up to the tons of publicity which have been lavished on her.

Wilder has wisely exploited her quality of naivete, which becomes something hilarious when put in juxtaposition with her obvious physical charms. As a disarmingly frank, slightly dense model for a television commercial who does not realize her appeal for men, she has her best role to date.

Tom Ewell, repeating his stage role as the book publisher left alone by his wife for the summer, displays in what really is the picture's central role, a fairly distinctive comedy style which should win him a following. Equally excellent are Victor Moore in an all too brief bit as a plumber who extracts Miss Monroe's toe from a faucet; Evelyn Keyes as Ewell's wife; Marguerite Chapman as his secretary; Sonny Tufts as a family friend and Oscar Homolka as a cynical psychiatrist.

The story line is simple. A publisher's wife goes to Maine for the summer. The first night that she leaves he finds himself succumbing to forbidden liquor and cigarettes and dreaming of girls, especially one upstairs who has dropped a tomato plant in his garden. After several bumbling attempts at seducing the girl, he finds that he misses his wife and rushes off to Maine to join her.

CAST: Marilyn Monroe, Tom Ewell, Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman, Victor Moore, Roxanne.

CREDITS: Producers, Charles K. Feldman and Billy Wilder; Director, Billy Wilder; Screenplay, Billy Wilder and George Axelrod; Based upon Axelrod's play, The Seven Year Itch; Photography, Milton Krasner.

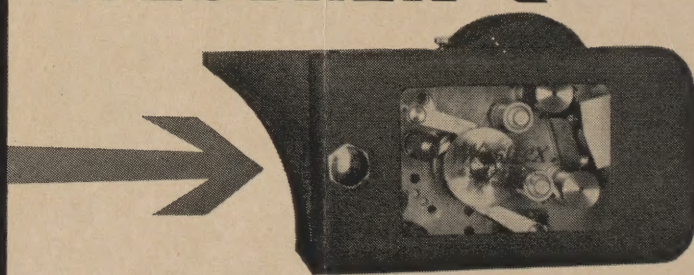
DIRECTION: Very Good.

PHOTOGRAPHY: Fine.

Luther Adler Added

Noted Broadway, film and TV actor, Luther Adler has joined a cast including Joan Collins, Ray Milland and Farley Granger in 20th Century-Fox' CinemaScope production, The Girl in the Red Velvet Swing.

WESTREX



"PENTHOUSE" REPRODUCER

Call it a 'penthouse', 'sandwich' or 'button-on' reproducer, the Westrex is the simplest and cheapest way to get stereophonic sound reproduction from a complete print. It can be used with any modern projector or soundhead. It is small and does not interfere with operation of projection equipment. Westrex is film-pulled and requires no special lubrication or maintenance. Write or ask for complete details.

DOMINION SOUND EQUIPMENTS LIMITED

HEAD OFFICE: 4040 St. Catherine Street West, Montreal.

BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, North Bay, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

DS-54-22

A GIANT OF A MAN... A GIANT OF A FILM!



With the box-office
giant of "APACHE"
and "VERA CRUZ"!

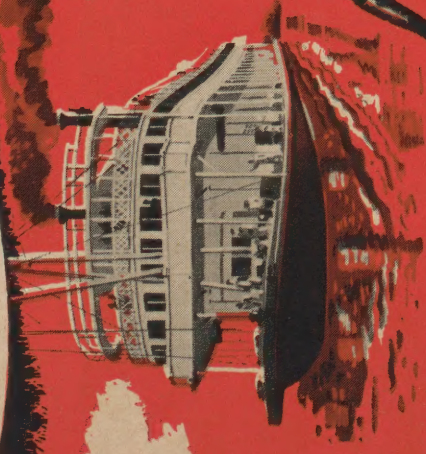
HUNTER...
ADVENTURER...
FRONTIERSMAN...
From greatness like
his, America marched
into history!

BURT LANCASTER

as The KENTUCKIAN

in
CINEMASCOPE

print by
Technicolor



Also starring

DIANNE FOSTER
DIANA LYNN

with **JOHN MCINTIRE** • **UNA MERKEL** • **JOHN CARRADINE** • **JOHN LITEL** introducing **WALTER MATTHAU** and **DONALD MACDONALD**
Screenplay by **A. B. GUTHRIE, JR.** • Based upon the novel "The Gabriel Horn" By **FELIX HOLT** • Directed by **BURT LANCASTER** • Produced by **HAROLD HECHT**
A **HECHT-LANCASTER** Production

GREAT
SCREEN
ACHIEVEMENT

NEW
SCREEN
EXCITEMENT

THRU
UA